

B.Tech Degree VI Semester Examination in Marine Engineering June 2011

MRE 601 MANAGEMENT SCIENCE

Time : 3 Hours

Maximum Marks : 100

- I. (a) What is SWOT Analysis? How is it carried out? What is its use? (12)
(b) Explain long term planning? (8)
- OR**
- II. (a) Discuss about various types of Organisation Structure, bring out the advantages and disadvantages of each. (10)
(b) What are the advantages of centralization and decentralization in decision making? (10)
- III. (a) Distinguish between management challenges when managing products and services. (10)
(b) Discuss the principles of Product development. (10)
- OR**
- IV. (a) Compare and contrast product and process layouts. (10)
(b) What is inventory control? How is it carried out in a ship building organization? (10)
- V. (a) Differentiate between PERT and CPM. (10)
(b) What is the use of Operations Research to a ship building organization? Give at least four problems where OR could be used by ship builders. (10)
- OR**
- VI. (a) Explain the approaches to decision making under Certainty, Risk and Uncertainty. (10)
(b) Explain what is Work Study and distinguish between Time and Motion studies. (10)
- VII. (a) What is budgetary control? How is it carried out? Explain. (10)
(b) What is preventive maintenance? How is it carried out? (10)
- OR**
- VIII. An outboard engine maker has a fixed cost of Rs.10,00,000/- per month. The variable cost for making an outboard engine and selling it is Rs.75,000/- per unit. If each unit is sold at Rs.1,10,000/- what will be the break even point per month. If a discount of Rs.10,000/- is given the company will be able to sell 40 units per month. Should the company give the discount and sell 40 units if without discount it will be able to sell only 32 units. (20)
- IX. (a) What are the popular methods of recruitment for fresh graduate engineers in practice and what are the advantages and disadvantages of each method of recruitment? (10)
(b) What is the purpose of performance appraisal? Give one technique for performance appraisal. (10)
- OR**
- X. Write short note on *any four* of the following: (20)
- (i) MBO
 - (ii) Maslow's need hierarchy theory
 - (iii) Psychological Tests
 - (iv) Condition based maintenance
 - (v) Safety stock
 - (vi) Balance sheet.